



2020 ANNUAL PLANNING INFORMATION AND WORKFORCE ANALYSIS REPORTS

SOUTH CENTRAL MICHIGAN

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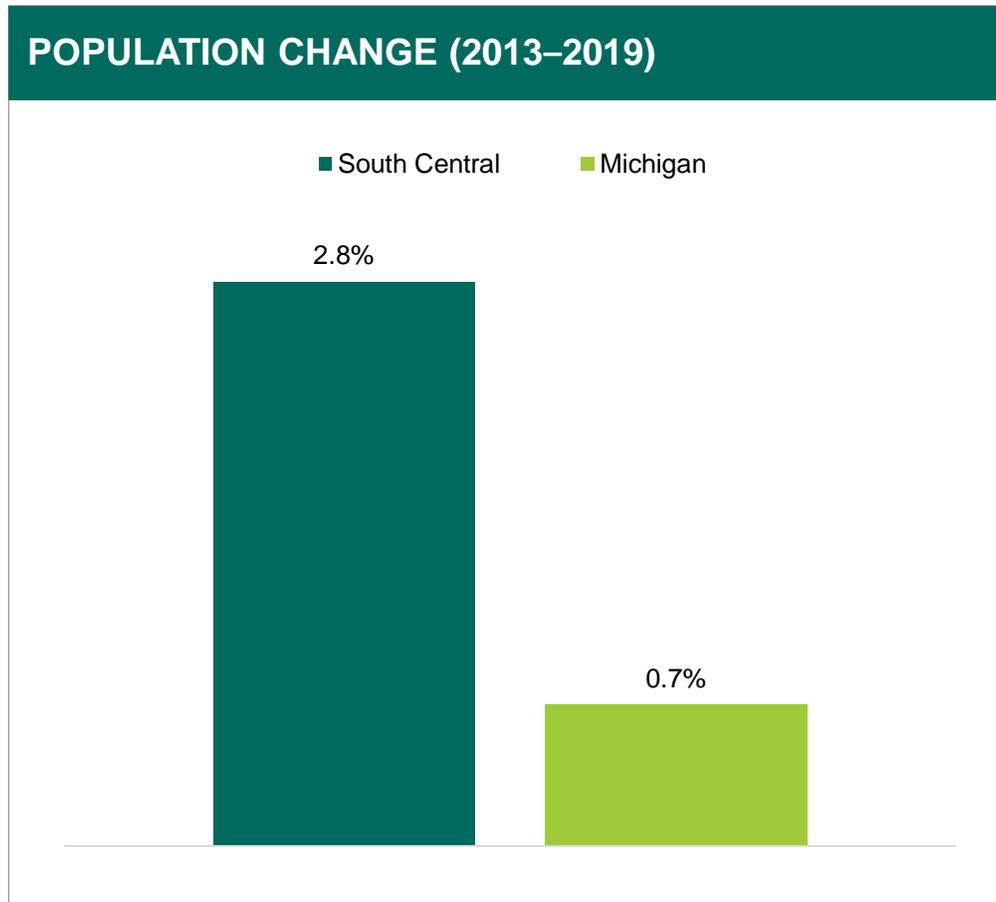


POPULATION TRENDS

AND CHARACTERISTICS

FIGURES 1–4

The region's population has grown by 2.8 percent between 2013 and 2019.

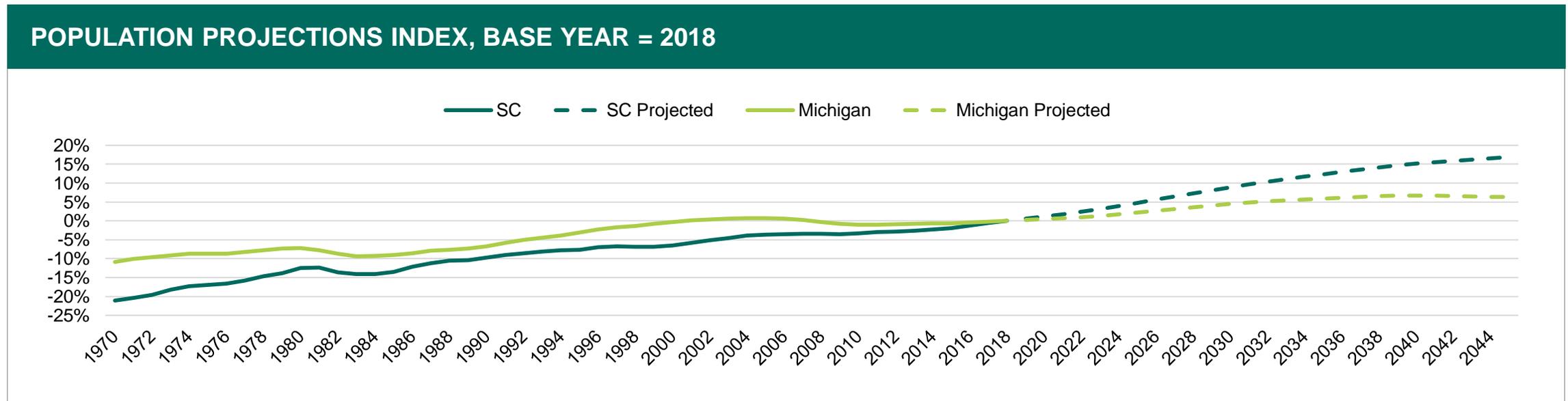


- In 2019, according to the U.S. Census Bureau, the total population in the South Central Prosperity Region was 482,300. This was an overall increase of 2.8 percent, or 13,100, since 2013 when the population was 469,200. All three counties that make up the region saw increases in their populations between this time. Ingham county accounted for the most growth, adding an additional 8,300 residents. **(Figure 1)**
- Michigan's population saw marginal growth since 2013, adding nearly 74,000 residents by 2019. Nationwide, the population rose by close to four percent (or about 12.2 million) over this period. **(Figure 1)**

Source: U.S. Census Bureau, Annual Population Estimates

South Central Michigan's population is projected to see a healthy level of growth through 2045.

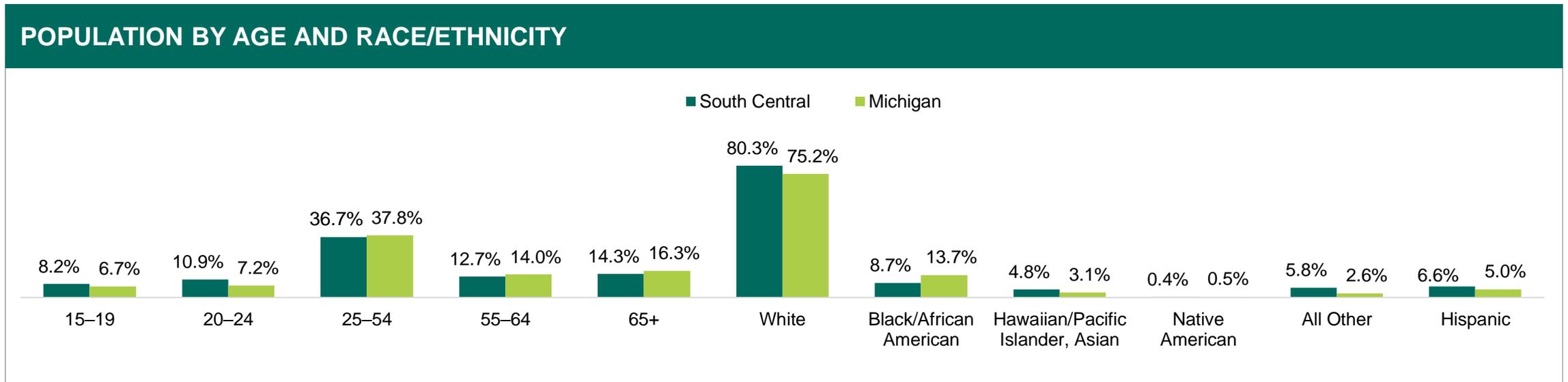
- South Central Michigan has continued to experience growth in its population in recent years. The region is projected to see a 16.9 percent increase in its population between 2018 and 2045, according to population projections. This projected growth far exceeds the statewide average growth of 6.3 percent. **(Figure 34)**



Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Population Projections

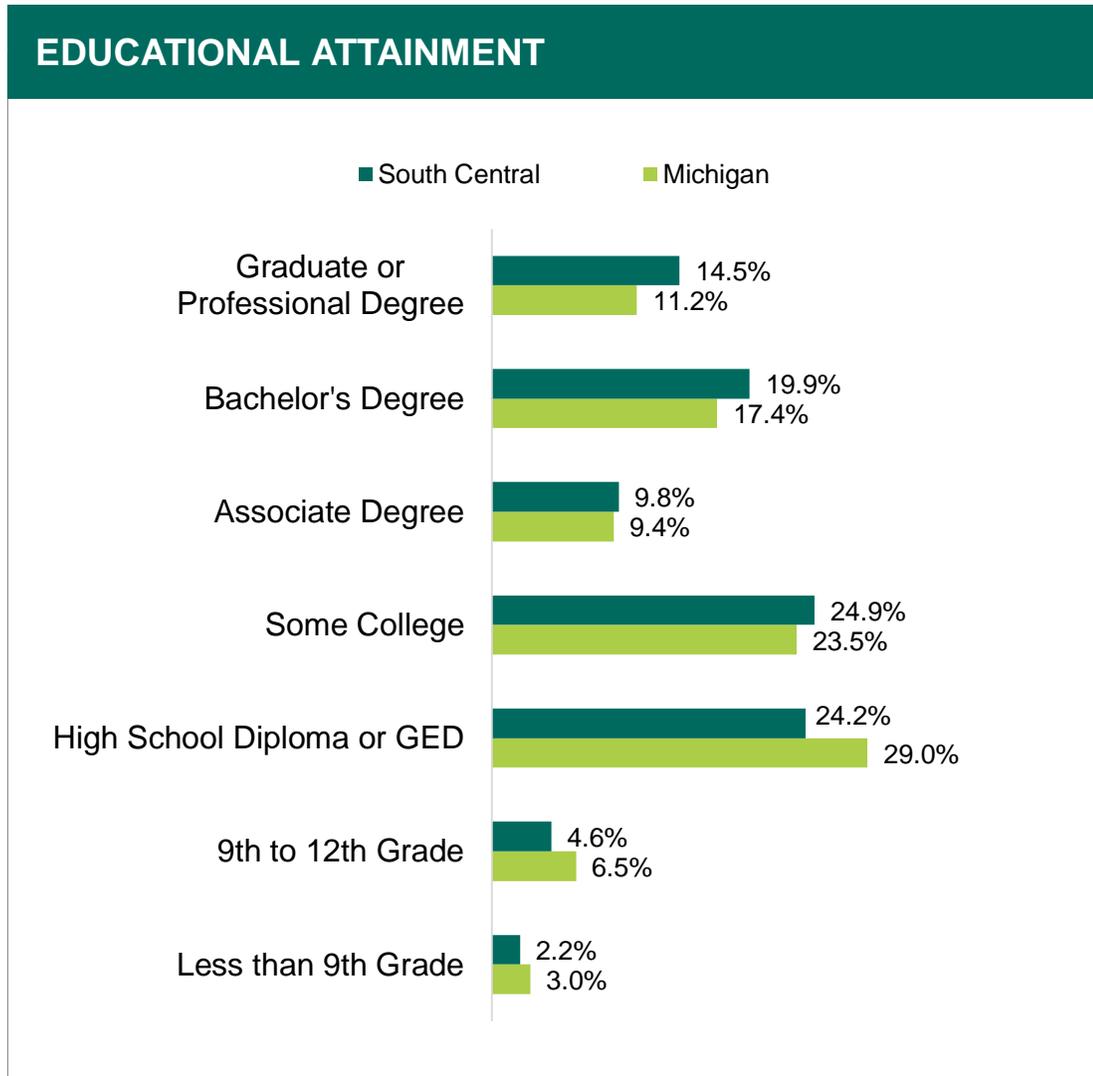
South Central Michigan consists of a younger population than the statewide average.

- Similar to the rest of the state, over a third of South Central Michigan’s population consists of people within the 25 to 54 age range. The region is comprised of an overall younger population than the statewide average, with less individuals ages 55 and up making up its population. **(Figure 2)**
- South Central Michigan’s white residents make up 80 percent of the region’s population, which is over 5.1 percentage points higher than the statewide average.



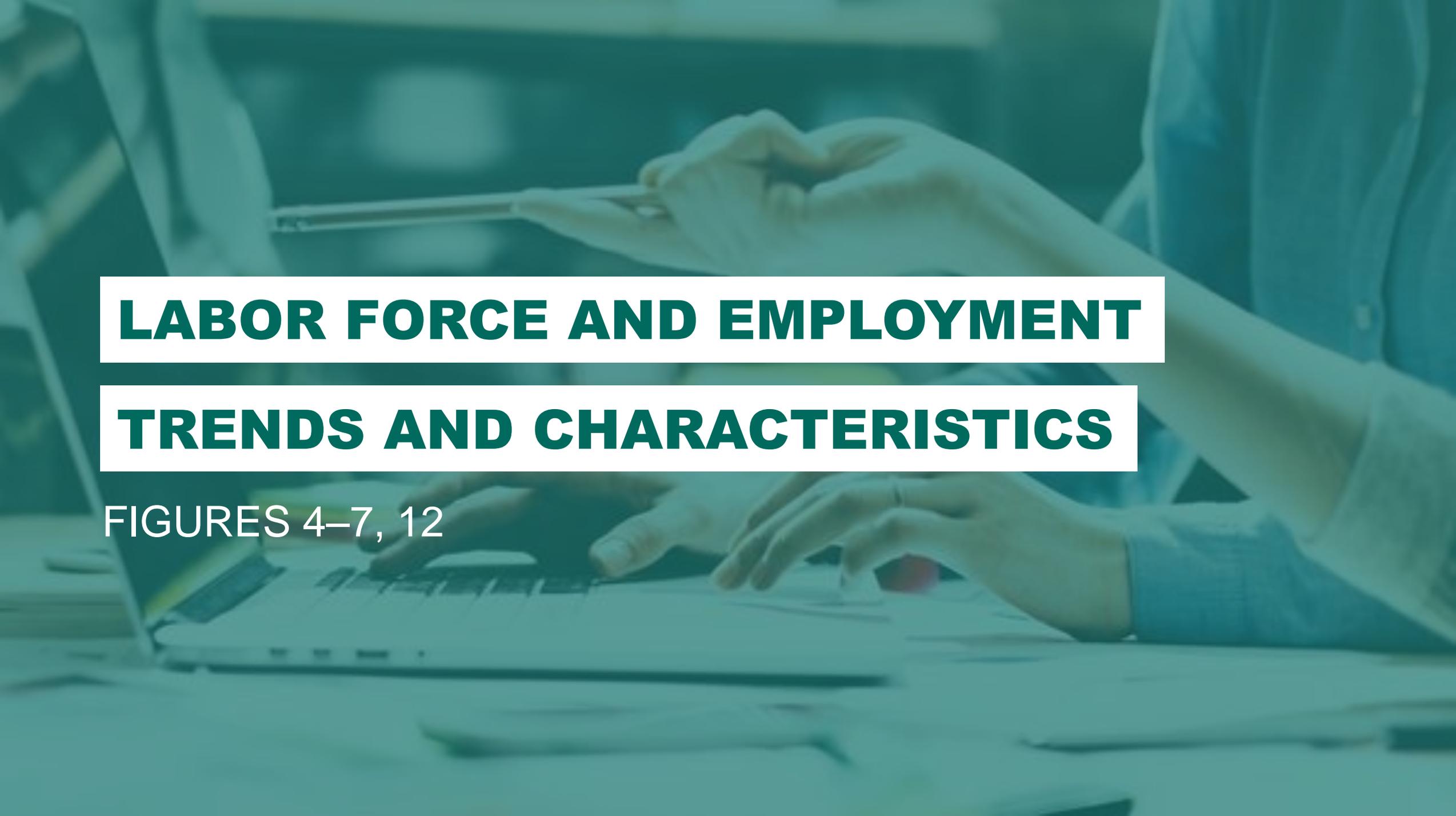
Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

South Central Michigan's residents typically have a higher level of educational attainment than statewide.



- Of South Central Michigan's residents age 25 and older, 34 percent have obtained a bachelor's degree or higher. That level of educational attainment outpaces the statewide average (29 percent), by nearly 6 percentage points. **(Figure 3)**
- Lower than the statewide average of 29 percent, 24 percent of the region's residents have obtained only a high school diploma or GED. Individuals who have obtained less than a high school diploma or GED make up 6.7 percent of the region, compared to 9.5 percent statewide.

Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

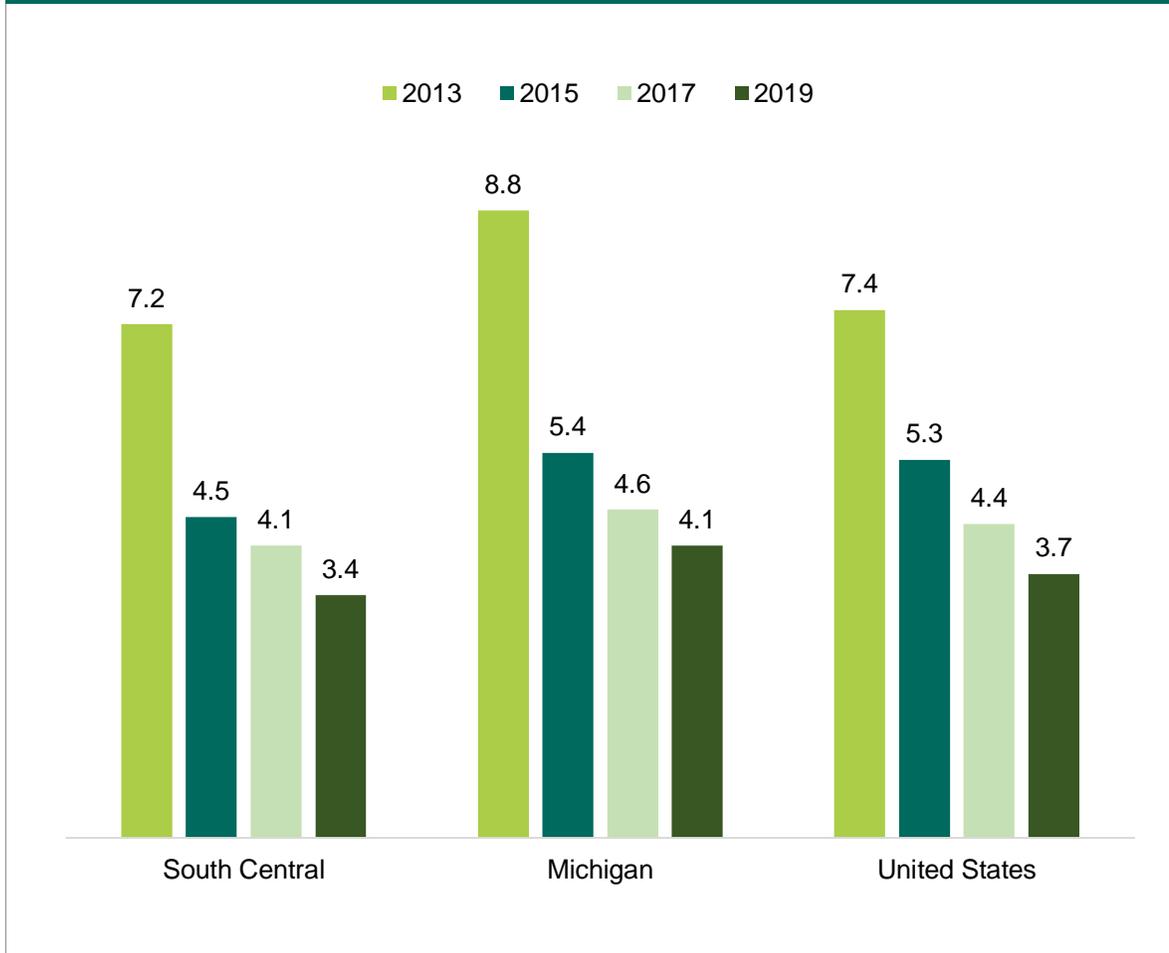


LABOR FORCE AND EMPLOYMENT

TRENDS AND CHARACTERISTICS

FIGURES 4–7, 12

UNEMPLOYMENT RATES

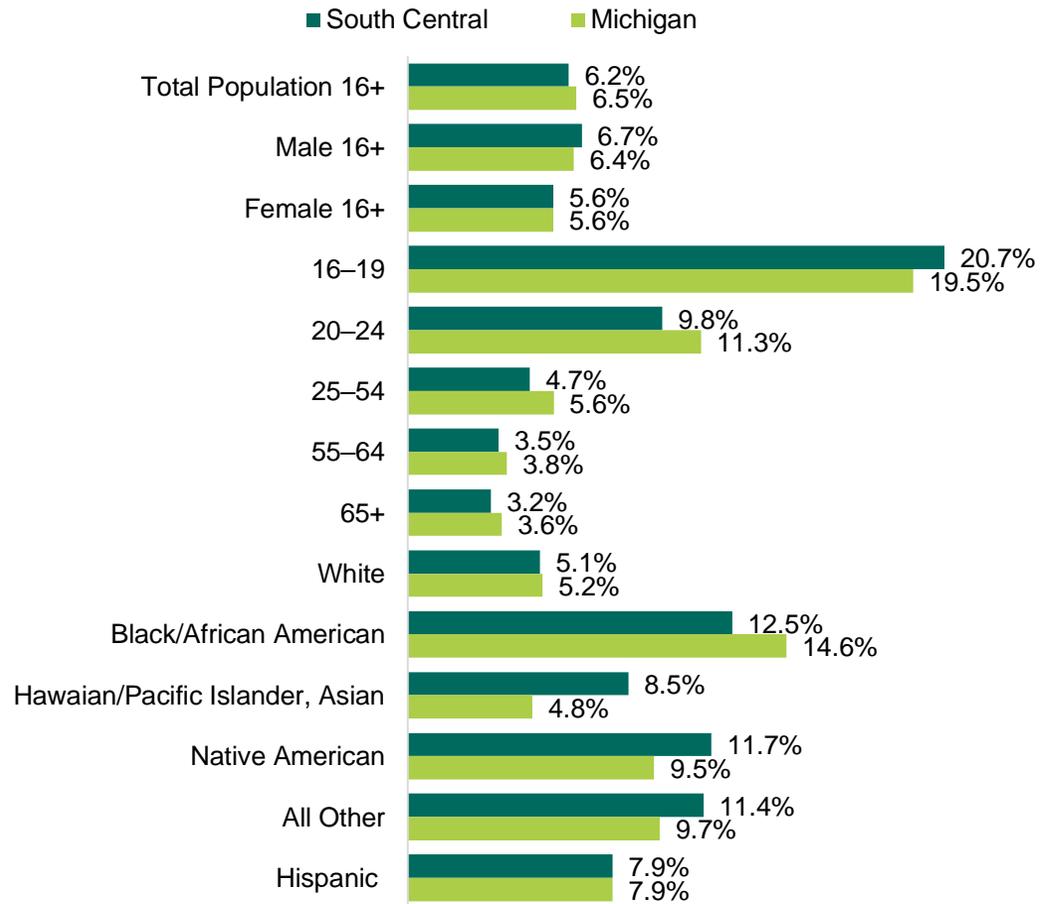


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Local Area Unemployment Statistics (LAUS)

South Central Michigan's jobless rate has seen notable improvement in recent years.

- Like national and statewide trends, South Central Michigan's jobless rate has continued to fall in recent years. From 2013 to 2019, the jobless rate in the region fell from 7.2 percent to 3.4 percent. During that time period, the largest drop in unemployment was from 2013 to 2015, where rates fell 2.7 percentage points. **(Figure 6)**
- Since 2013, the number of unemployed in the region has declined by 50 percent, equivalent to a drop of 8,600 unemployed individuals. **(Figure 12)**

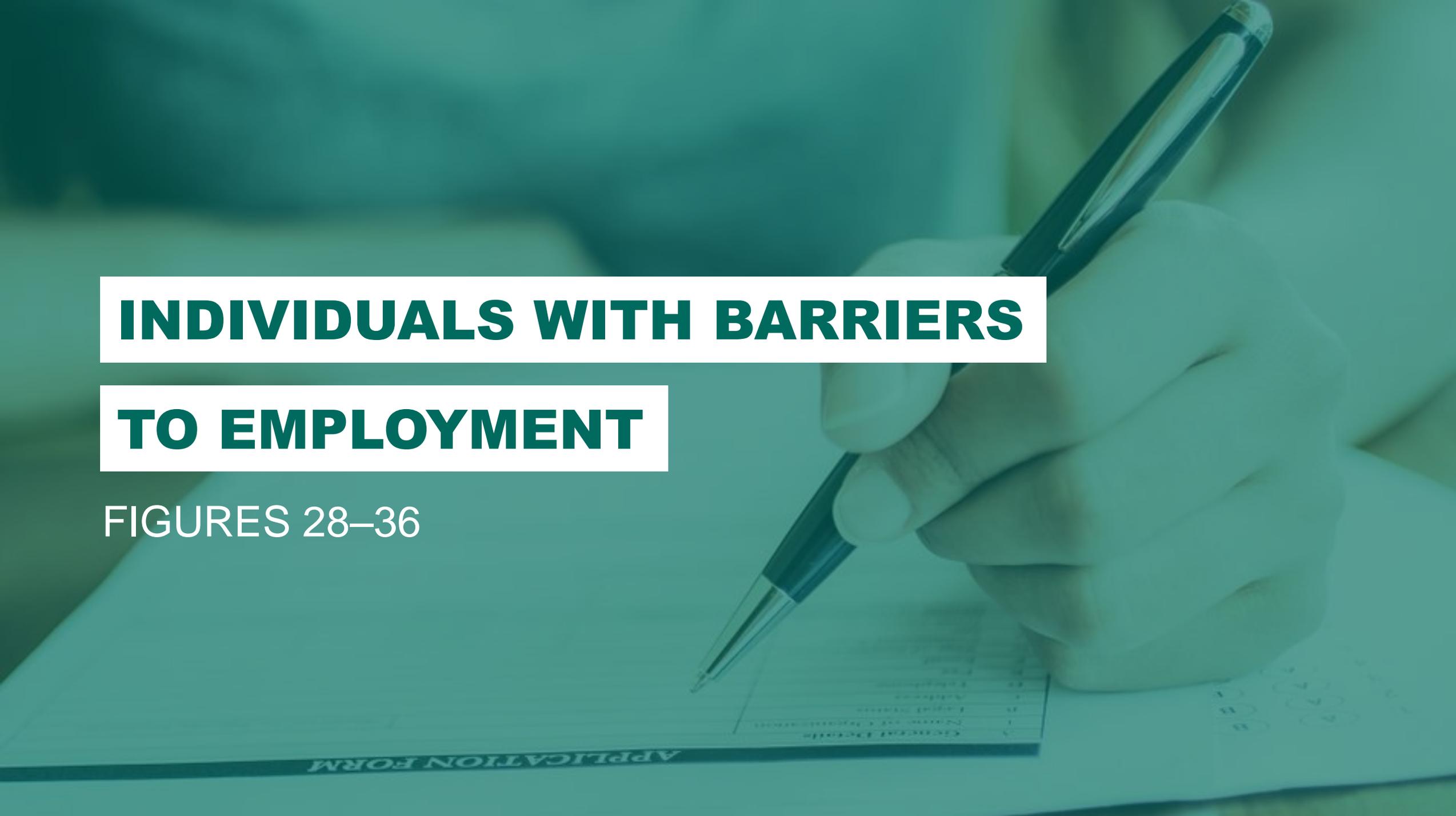
UNEMPLOYMENT RATES GENDER, AGE, AND RACE/ETHNICITY



Source: U.S. Census Bureau, 2014-2018 American Community Survey Five-Year Estimates

Unemployment rates have declined but remain high for those ages 16 to 19.

- As seen in the statewide averages, the jobless rate for individuals age 16 to 19 is the highest in the region and continues to decline as individuals get older. In general, the unemployment rates by sex, age, and race/ethnicity have continued to decline over time. **(Figure 7)**
- According to the U.S. Census Bureau, there were more males in South Central Michigan than there were females. Males had a higher unemployment rate than females by more than one percentage point. **(Figure 7)**

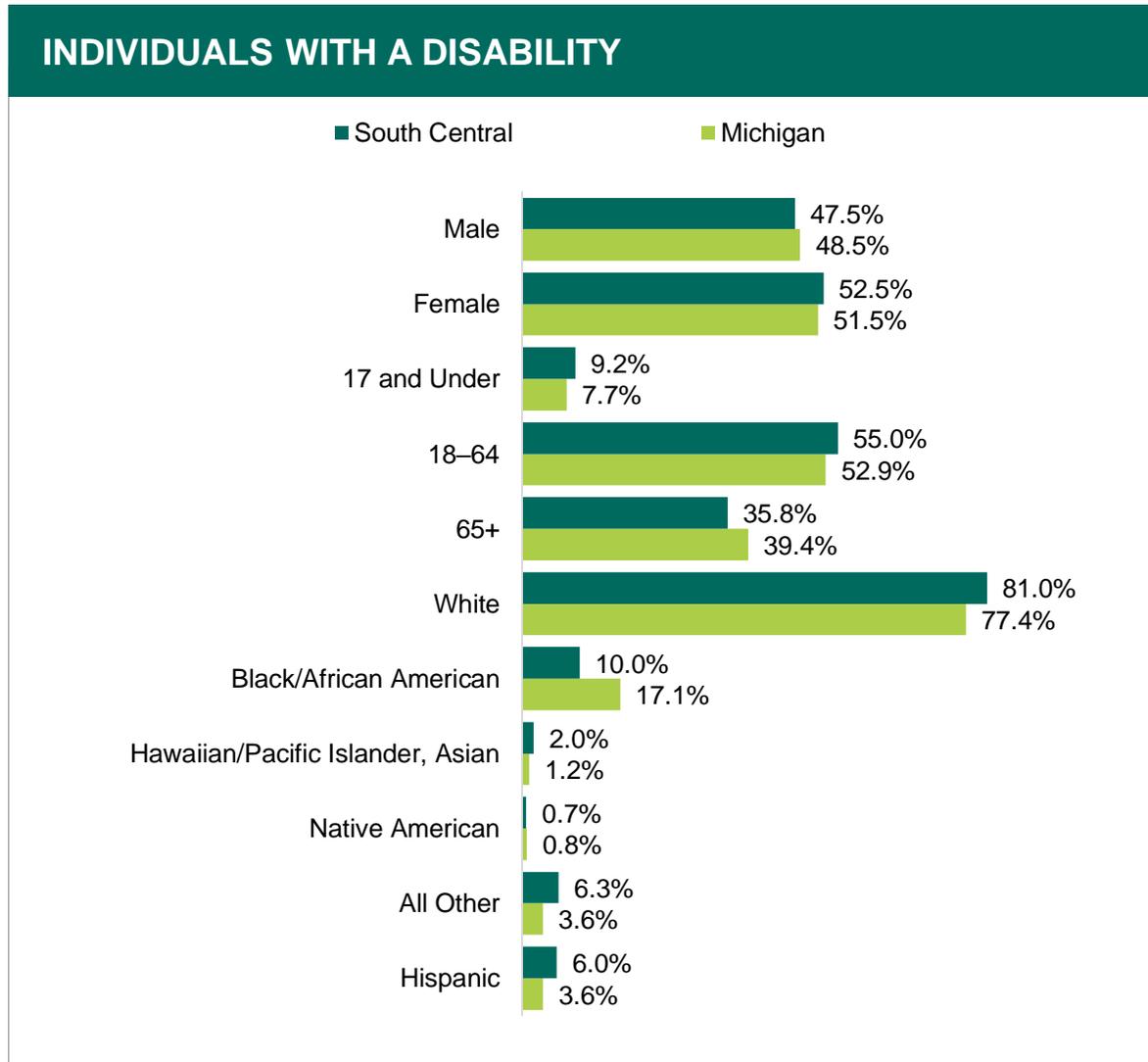
A hand holding a pen writing on an application form, with a teal overlay. The form is titled 'APPLICATION FORM' and has several fields labeled 'General Details', 'Name of Institution', 'Field of Study', 'Address', 'Telephone', and 'Fee'.

INDIVIDUALS WITH BARRIERS

TO EMPLOYMENT

FIGURES 28–36

Nearly 14 percent of South Central Michigan's population have a disability.

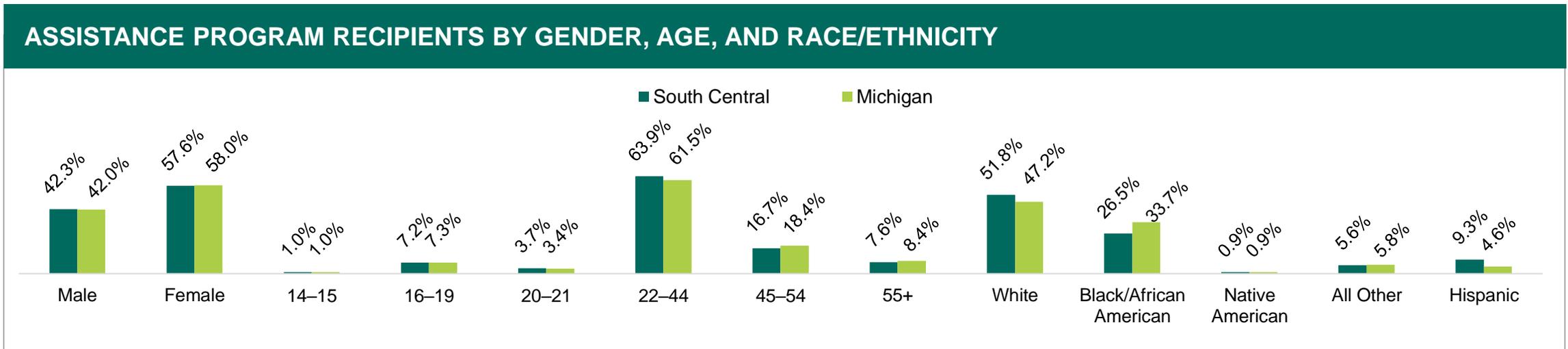


- According to the U.S. Census Bureau, 64,900 people or 14 percent of the population in South Central Michigan were reported to have a disability. The number of individuals with a disability by race/ethnicity reflects closely to their share of total population in the region. **(Figure 28)**
- The distribution of males and females with a disability in the region is nearly equal to the statewide average. Nearly 36 percent of those with a disability are age 65 and older, slightly lower than the statewide average of 39 percent. **(Figure 28)**

Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

The number of assistance program recipients has declined in recent years.

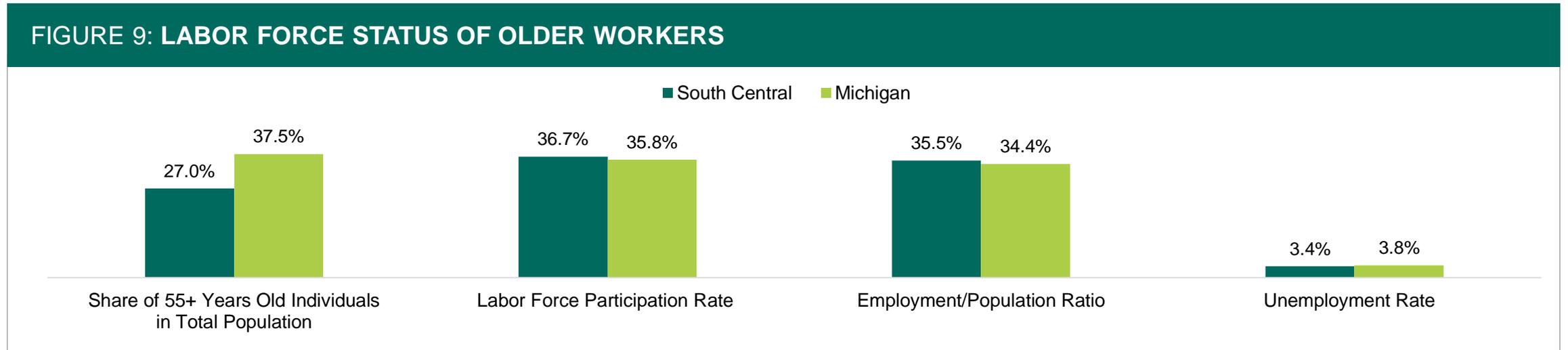
- In June 2019, the Michigan Department of Health and Human Services reported that there were nearly 10,500 assistance program recipients in South Central Michigan. This number has fallen from the roughly 17,000 assistance program recipients in June of 2017. **(Figure 30)**
- Females made up nearly 58 percent of all program recipients, nearly equal to the statewide average. **(Figure 30)**



Source: Michigan Department of Health and Human Services

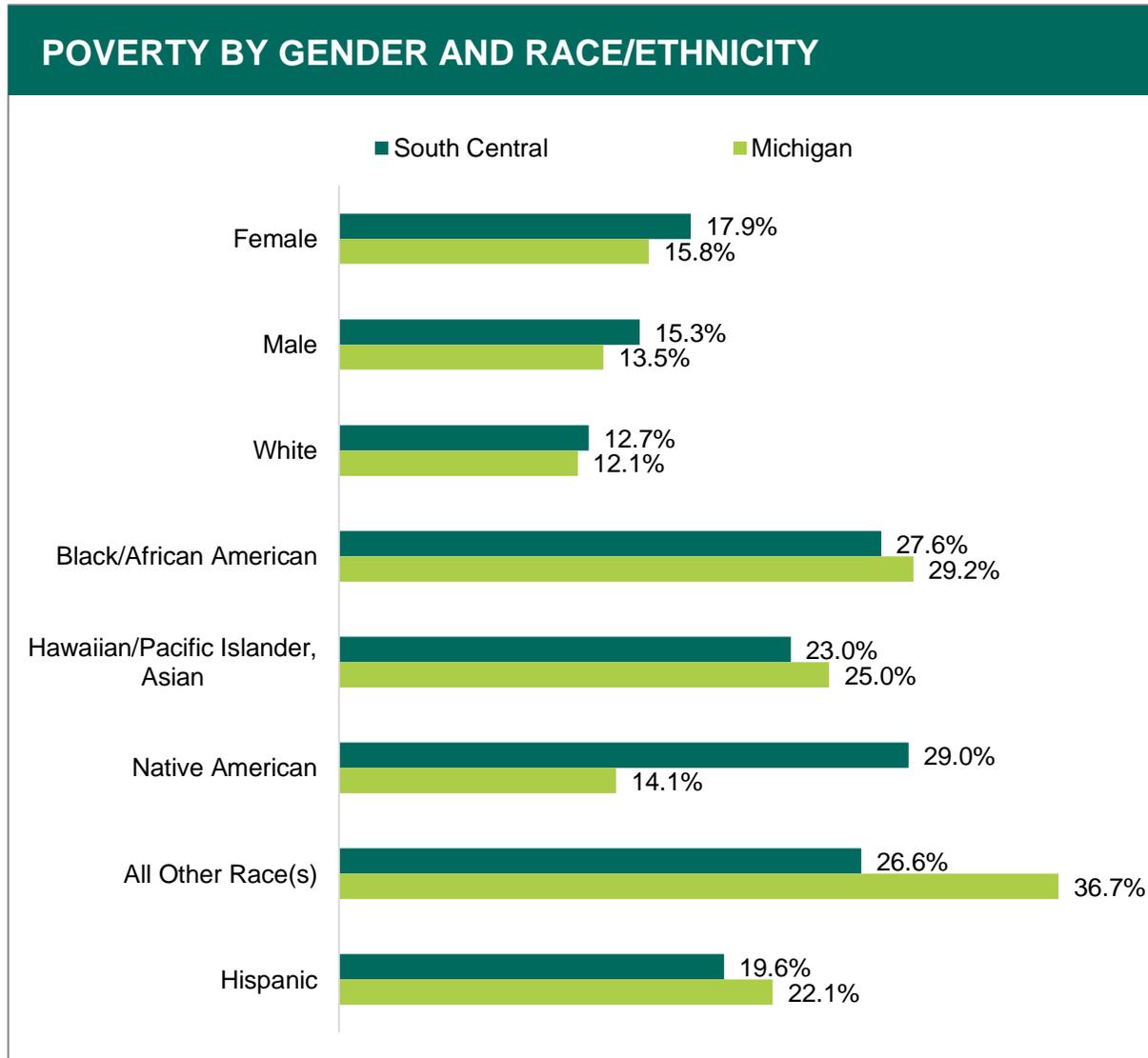
South Central Michigan has a smaller share of older workers than the statewide average.

- South Central Michigan's older workers, those age 55 and older, accounted for 27 percent of the total population, much lower than the statewide average of nearly 38 percent. Older workers in the region had a labor force participation rate about one percentage point higher than Michigan's. **(Figure 35)**
- Unemployment rates among older works are slightly lower in the region (3.4 percent) than at the statewide level (3.8 percent). **(Figure 35)**



Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

South Central Michigan's poverty rate exceeds the statewide rate.



- According to 2014–2018 five-year estimates from the U.S. Census Bureau, nearly 17 percent (or 79,400) of South Central Michigan's population lived below the poverty line. Statewide, 15 percent of the population lives below the poverty line. **(Figure 36)**
- A majority of the South Central region's race/ethnic groups have lower poverty rates than the statewide average. One notable exclusion is Native Americans, who during this period, had 29 percent living below the poverty line, over double Michigan's average. **(Figure 36)**

Source: U.S. Census Bureau, 2014–2018 American Community Survey Five-Year Estimates

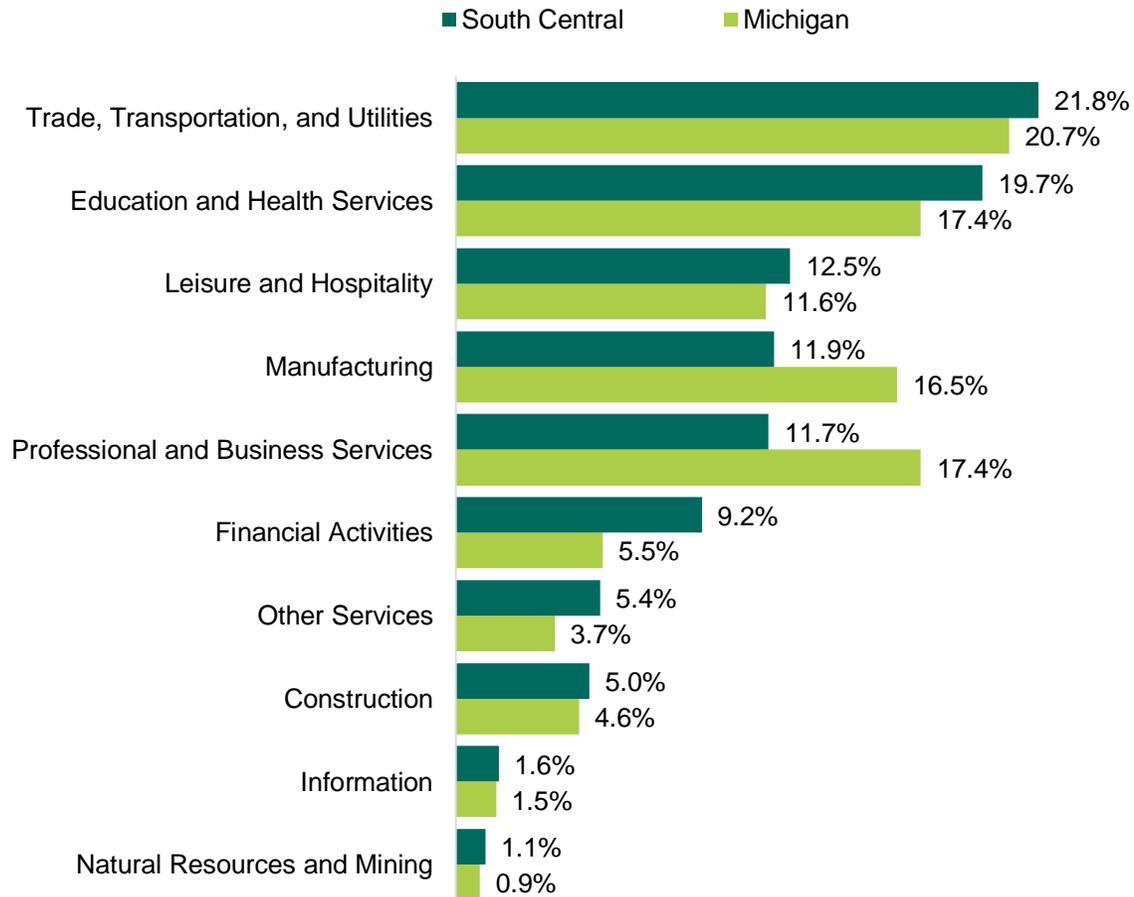


IN-DEMAND INDUSTRY SECTORS

AND OCCUPATIONS

FIGURES 8–11, 17–26

DISTRIBUTION OF INDUSTRY JOBS, SECOND QUARTER 2019

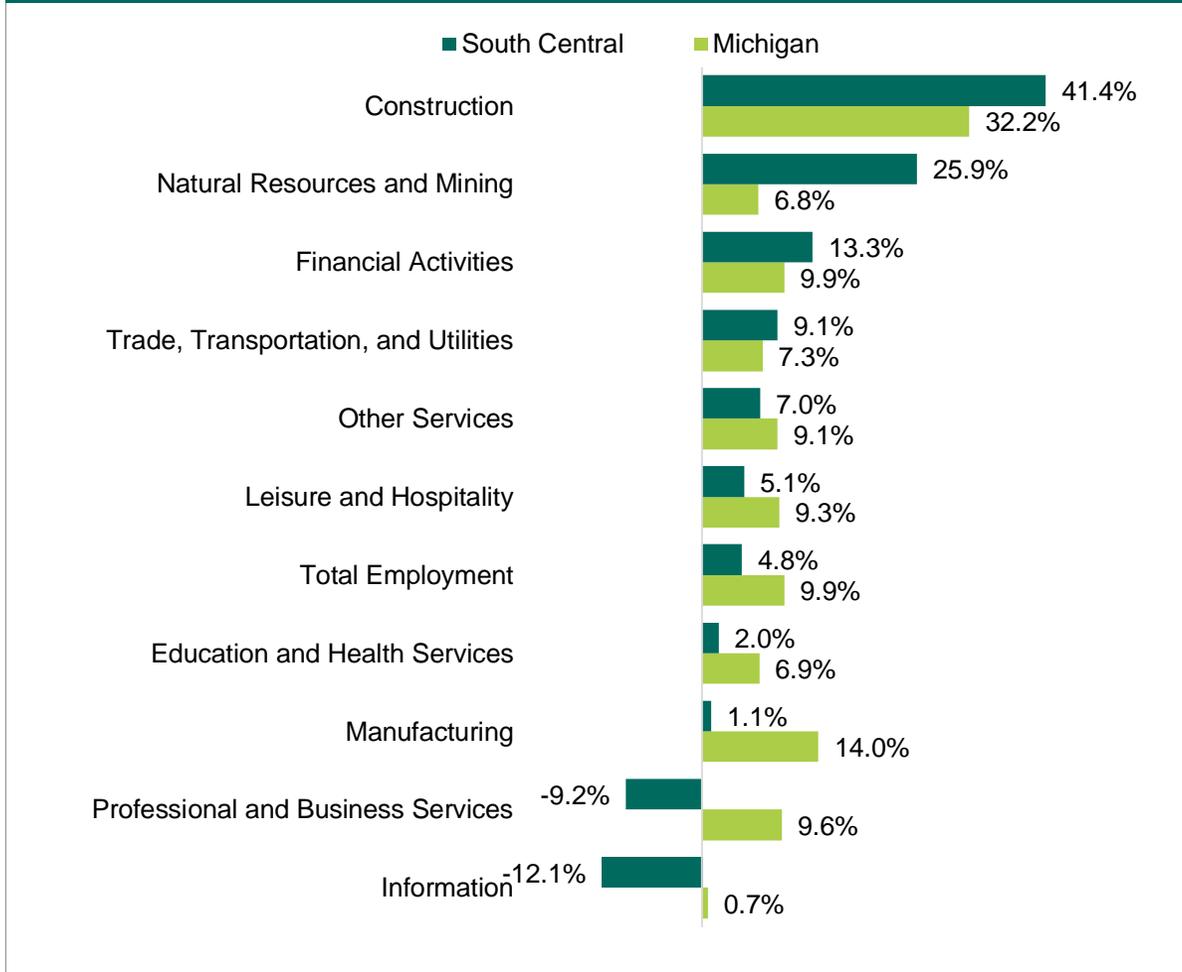


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Quarterly Census of Employment and Wages (QCEW)

Many regional industries share similar levels of distribution to the statewide average.

- Since the 2nd quarter of 2017, many of South Central Michigan's industry rankings have remained unchanged. Both *Manufacturing* and *Professional and business services* experienced small drops in their share of jobs, while *Leisure and hospitality* saw growth.
- Michigan shares similar levels of distribution among its industries. The *Manufacturing* sector is one industry that is much more prominent at the statewide level, making up nearly 17 percent of statewide jobs, while only accounting for 12 percent of the region's. **(Figure 8)**

PRIVATE SECTOR JOB TRENDS, SECOND QUARTER 2013–2019



Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives, Quarterly Census of Employment and Wages (QCEW)

Nearly all industry sectors saw an increase in jobs since 2013.

- Private sector jobs in South Central Michigan have grown 4.8 percent (+7,300 jobs) since 2013. *Construction* and *Financial activities* industries saw notable growth that exceeded the statewide average during this period, adding 2,300 and 1,700 jobs, respectively. Nearly all other industries in the region showed signs of job expansion. **(Figure 8)**
- The only two industry sectors to show decline were *Professional and business services* (-1,900 jobs) and *Information* (-400 jobs). **(Figure 8)**

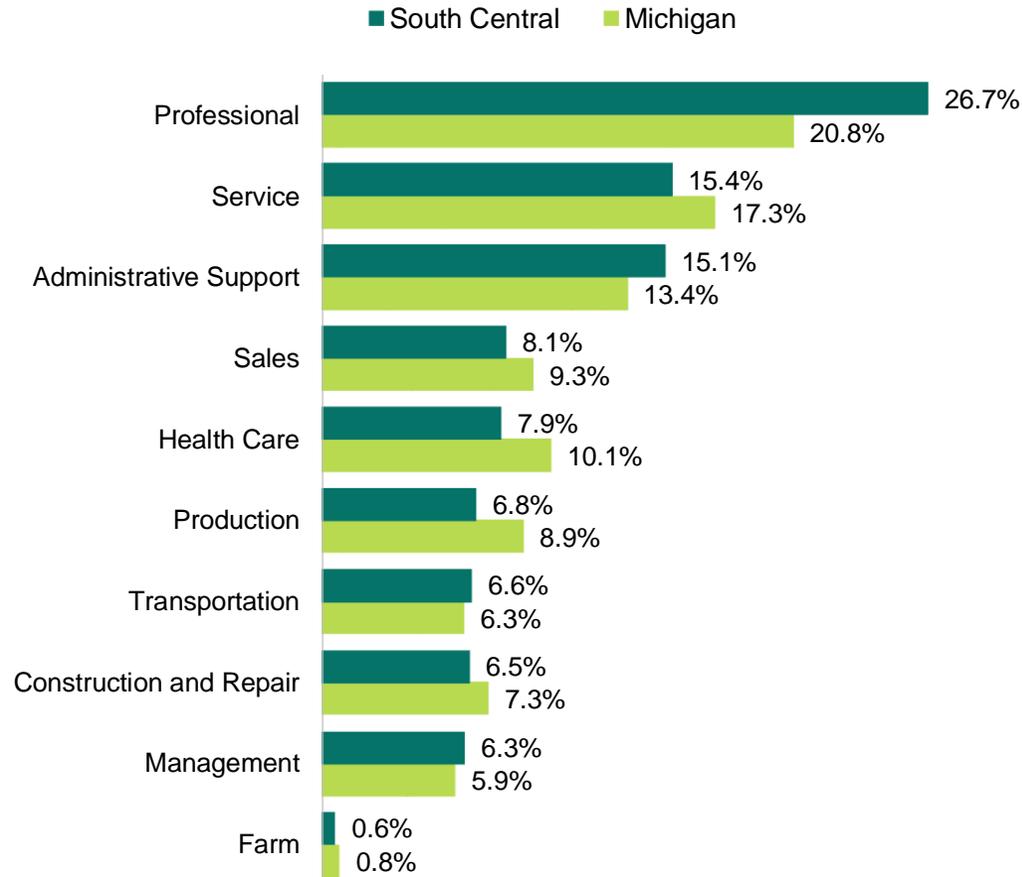
Online job postings reached 6,150 in 2nd quarter 2019.

ONLINE ADVERTISED JOB POSTINGS, SOUTH CENTRAL	
JOB TITLE	NUMBER
Software Developers, Applications	215
Computer Occupations, All Other	213
Managers, All Other	200
Heavy and Tractor-Trailer Truck Drivers	167
Sales Rep., Wholesale and Manu., Exc. Tech. and Sci. Prod.	162
Retail Salespersons	143
Management Analysts	127
Customer Service Representatives	127
FirstLine Supervisors of Retail Sales Workers	124
Registered Nurses	110

- In the second quarter of 2019, there were 6,150 online advertised job postings in South Central Michigan, according to the Conference Board’s Help Wanted OnLine® Database. **(Figure 18)**
- Nearly half of all online job postings during this time were within four major occupational categories: *Computer and mathematical* (14 percent), *Management* (13 percent), *Office and administrative support* (11 percent), and *Sales and related* (10 percent). **(Figure 17)**

Source: The Conference Board, Help Wanted OnLine® Database

PROJECTED 2026 DISTRIBUTION OF JOBS BY BROAD OCCUPATIONAL GROUPS

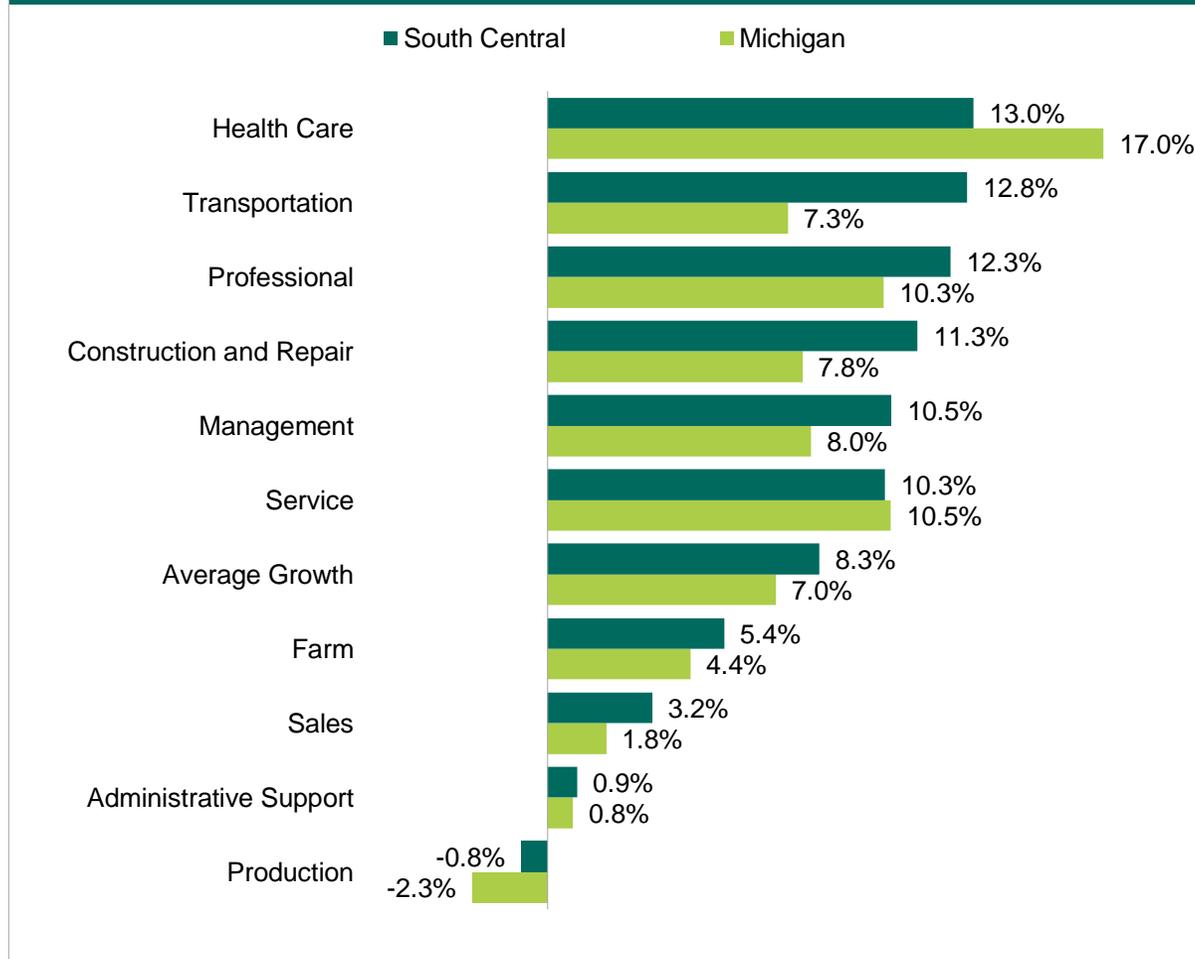


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Employment is projected to increase by 8.3 percent in the region.

- The *Professional* occupational group is the largest occupational group in the region, contributing almost 27 percent of all jobs by 2026. Statewide, the *Professional* occupational group will contribute nearly 6 percentage points less to the total labor force than at the statewide level. **(Figure 19)**

PROJECTED PERCENT GROWTH BY BROAD OCCUPATIONAL GROUPS (2016–2026)

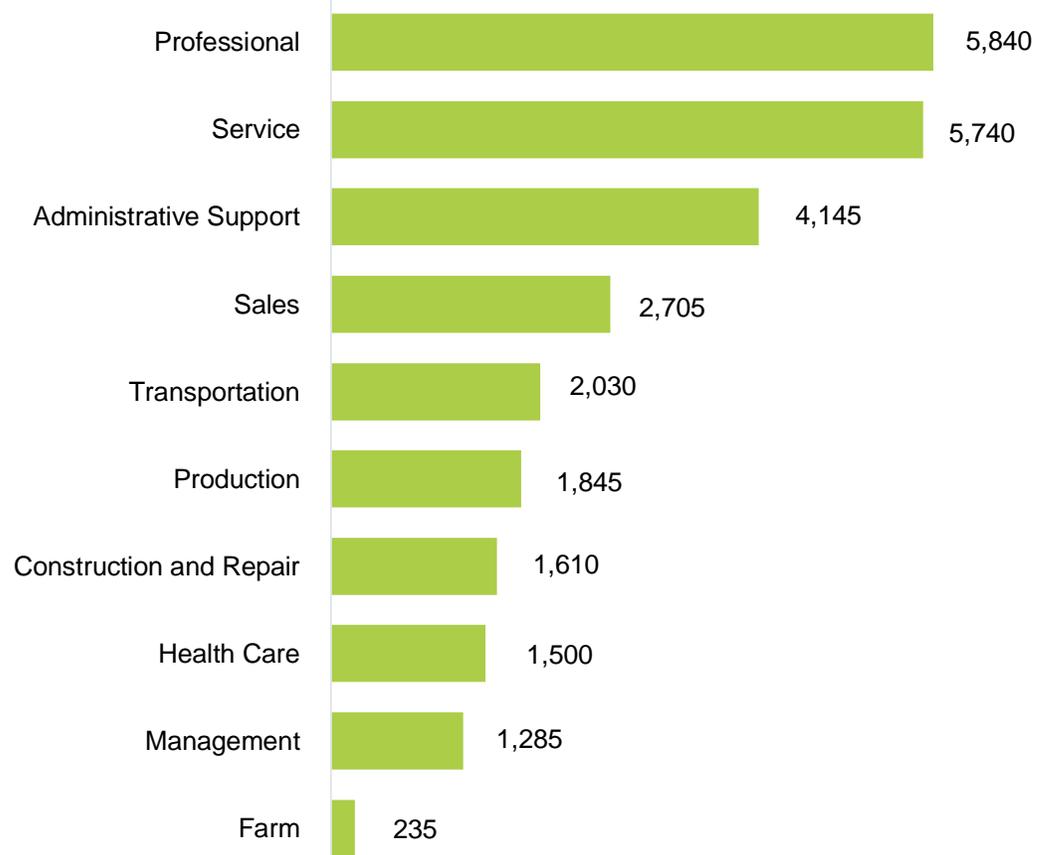


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Professional, Service, and Healthcare occupations are projected to gain the most jobs.

- South Central Michigan's total employment is projected to grow 8.3 percent from 2016 through 2026, which translates to 18,700 additional jobs. Among broad occupational groups, the largest projected job gains are in *Professional* (+7,200 jobs), *Service* (+3,500 jobs), and *Health care* (+2,200 jobs) occupations. **(Figure 19)**

PROJECTED ANNUAL OPENINGS BY BROAD OCCUPATIONAL GROUPS (2016–2026)

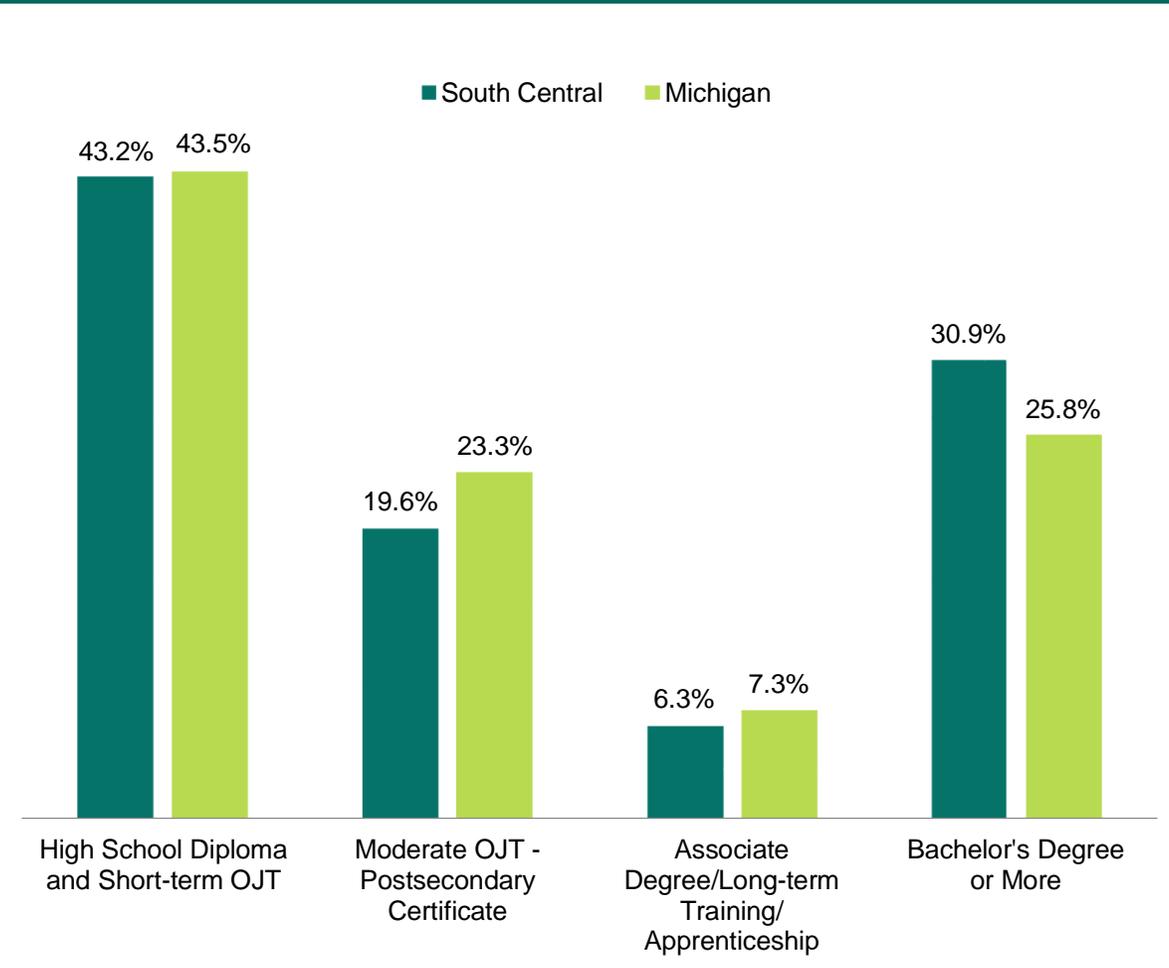


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Occupations with a large employment base will continue to create more openings out of a need to replace workers.

- Because of a need to replace workers who are retiring or otherwise leaving an occupation in the area, the largest groups are projected to see the most annual openings through 2026.
- *Professional* and *Service* occupations are projected to account for 43 percent of the more than 26,900 annual openings in South Central Michigan. Of the projected annual openings, nearly 40 percent will be due to labor force exits, 53 percent will be due to transfers, and the remaining 7 percent due to job changes. **(Figure 20)**

PROJECTED 2026 OCCUPATIONAL EMPLOYMENT BY EDUCATION (SHARE OF TOTAL)

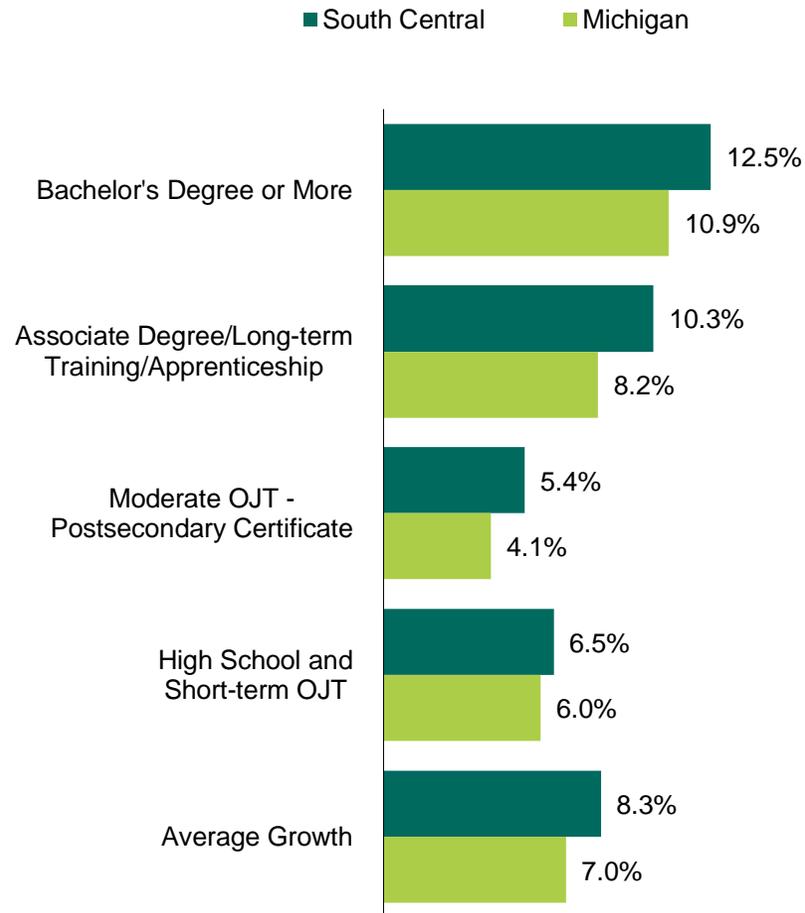


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

More of the region's jobs will require a bachelor's degree or higher compared to the statewide average.

- By 2026, over 43 percent of jobs in Michigan and South Central Michigan will require only a high school diploma or less, with short-term to no on-the-job (OTJ) training. Nearly 20 percent of the region's jobs will require some moderate on-the-job training or a postsecondary certificate.
- South Central Michigan is projected to see a greater share of its jobs requiring a higher level of education such as a bachelor's degree or more (31 percent) than the statewide average (26 percent).

PROJECTED 2026 OCCUPATIONAL GROWTH BY EDUCATION

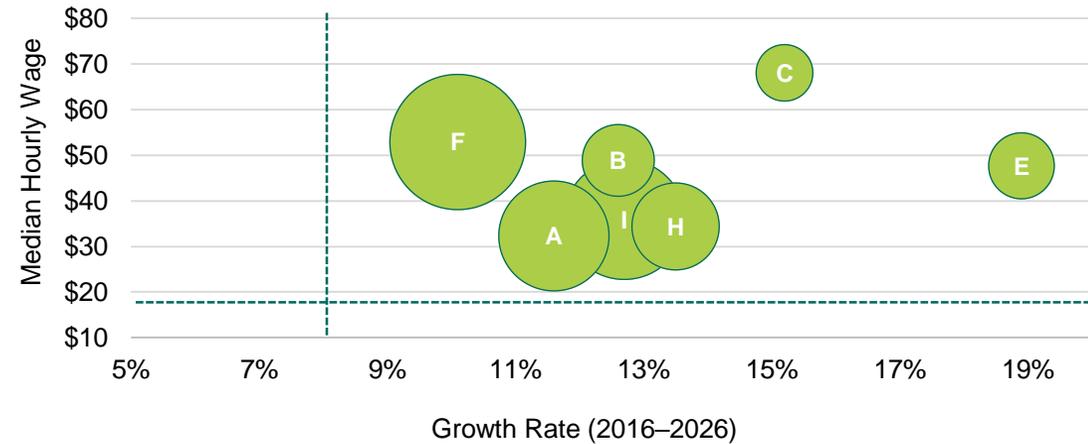


Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Growth rates in the region's education categories will exceed the state average.

- South Central Michigan is projected to see higher growth rates in its education categories than the Michigan average. Occupations that require a bachelor's degree or more are expected to see the highest growth rates in the region.
- The average growth rate among all educational categories is projected to outpace Michigan's growth rate by over 1 percentage point.

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST A BACHELOR'S DEGREE



Dotted lines mark the average projected growth rate (8.3 percent) and the median hourly wage (\$18.65) for the region.

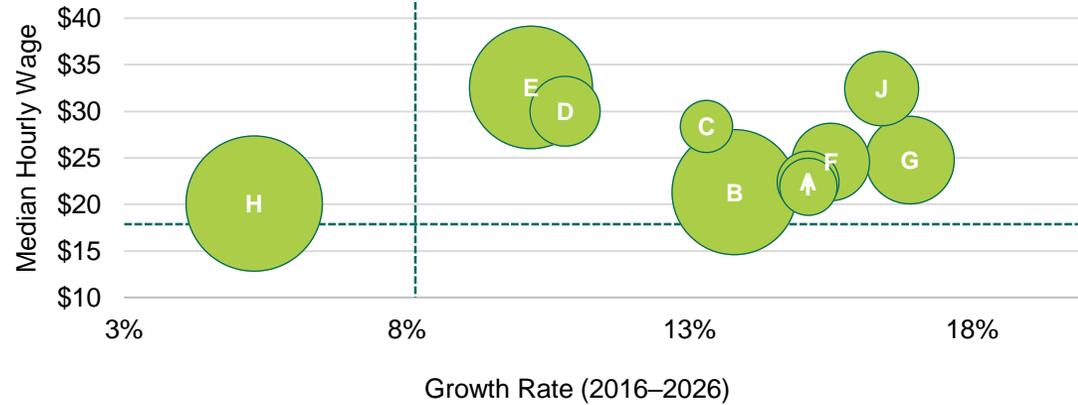
A	Accountants and Auditors	F	General and Operations Managers
B	Administrative Services Manager	G	Health Specialties Teachers, Postsecondary
C	Education Administrators, Postsecondary	H	Management Analysts
D	Educational, Guidance, School, and Vocational Counselors	I	Registered Nurses
E	Financial Managers	J	Software Developers, Applications

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Jobs requiring a bachelor's degree or higher are often faster growing and high wage.

- High-demand, high-wage occupations are jobs that demonstrate a favorable mix of long-term job growth, annual openings from both growth and replacement, and median wages.
- Occupations requiring a bachelor's degree or higher, which have the highest level of required education/training, are often among the fastest growing and those with the highest wage. **(Figures 23)**

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST AN ASSOCIATE DEGREE OR LONG-TERM TRAINING



Dotted lines mark the average projected growth rate (8.3 percent) and the median hourly wage (\$18.65) for the region.

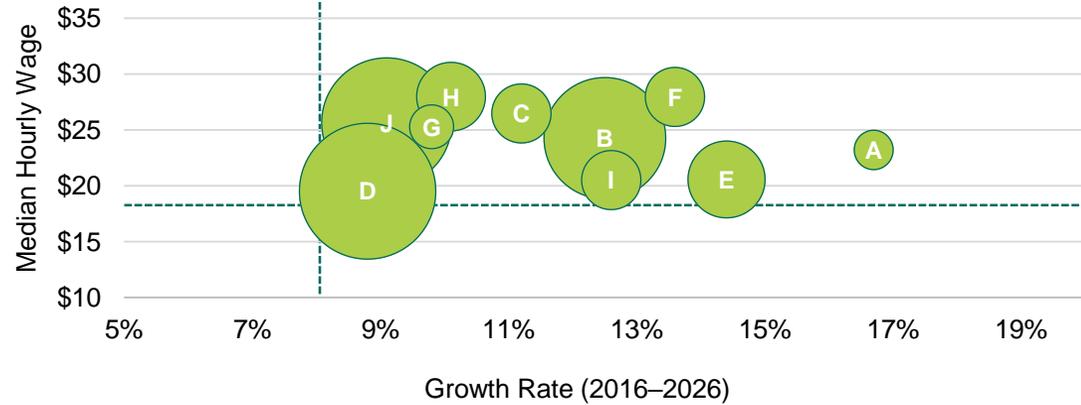
A	Bus and Truck Mechanics and Diesel Engine Specialists	F	HVAC and Refrigeration Mechanics and Installers
B	Carpenters	G	Industrial Machinery Mechanics
C	Civil Engineering Technicians	H	Machinists
D	Dental Hygienists	I	Paralegals and Legal Assistants
E	Electricians	J	Plumbers, Pipefitters, and Steamfitters

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Jobs requiring an associate degree, long-term training, or an apprenticeship are often in high demand.

- Several jobs in the region that typically require an associate degree, long-term training, or an apprenticeship met the criteria for being high-demand and high-wage in the region. These occupations include *Carpenters*, *Electricians*, or *Machinists*. **(Figures 24)**

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING A POSTSECONDARY CERTIFICATE OR MODERATE-TERM TRAINING



Dotted lines mark the average projected growth rate (8.3 percent) and the median hourly wage (\$18.65) for the region.

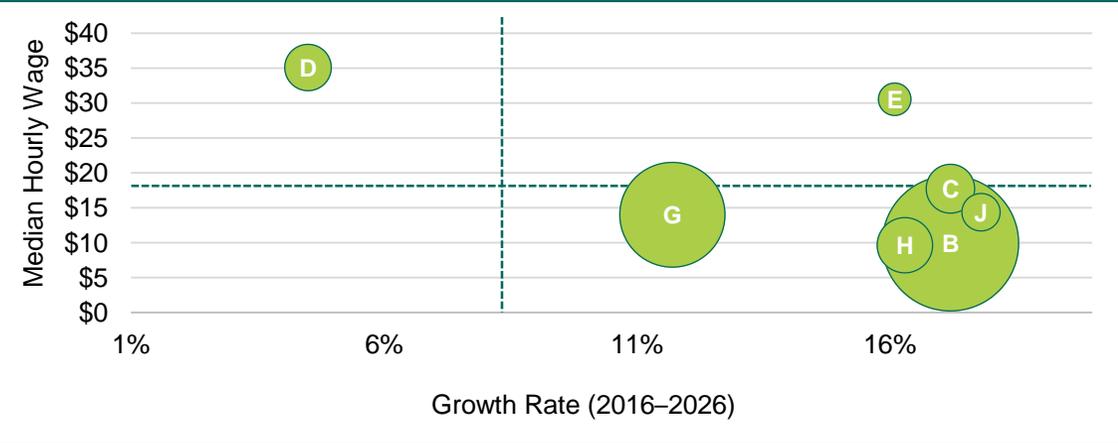
A	Cement Masons and Concrete Finishers	F	Operating Engineers and Other Construction Equipment Operators
B	Computer User Support Specialists	G	Painters, Construction and Maintenance
C	Eligibility Interviewers, Government Programs	H	Police and Sheriff's Patrol Officers
D	Heavy and Tractor-Trailer Truck Drivers	I	Printing Press Operators
E	Insurance Sales Agents	J	Sales Reps, Except Tech. and Scientific Products

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Many skilled trades jobs requiring postsecondary education are among the region's high-demand, high-wage occupations.

- Occupations that require a postsecondary certificate or moderate-term training can typically be achieved in less than a year, but longer than a month. These occupations meet the criteria of being high demand and high wage. Some of the occupations within these guidelines include *Computer user support specialists, Heavy and tractor-trailer truck drivers, and Painters, construction and maintenance.* (Figures 25)

HIGH-DEMAND OCCUPATIONS REQUIRING A HIGH SCHOOL DIPLOMA OR EQUIVALENT AND SHORT-TERM TRAINING



Dotted lines mark the average projected growth rate (8.3 percent) and the median hourly wage (\$18.65) for the region.

A	Bus Drivers, School or Special Client	F	Home Health Aides
B	Combined Food Preparation and Serving Workers, Including Fast Food	G	Laborers and Freight, Stock, and Material Movers, Hand
C	Construction Laborers	H	Packers and Packagers, Hand
D	Farmers, Ranchers, and Other Agricultural Managers	I	Personal Care Aides
E	First-Line Supervisors of Construction Trades and Extraction Workers	J	Social and Human Service Assistants

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives

Occupations requiring a high school diploma or short-term training often have lower wages but are in high demand.

- Occupations requiring a high school diploma or equivalent and short-term training are in high demand, but typically have lower wages, and therefore can not be considered high wage. These occupations can provide opportunities for individuals that may be seeking entry-level positions. **(Figures 26)**